

Memorandum

Date: April 22, 2021

To: Committee for Citizen Involvement

From: Darren Wyss, Planning Manager

Subject: HB 2001/2003 Phase 2 Public Engagement

HB2001, also known as the “housing choices” bill, and HB2003, which requires jurisdictions to update their Housing Needs Analysis and associated housing production strategy, were passed by the Oregon Legislature in 2019. The City of West Linn is required to implement both bills through compliance with the associated state administrative rules.

The City has commenced work on HB2001 and HB2003 and will treat both as two-phase projects. Phase 1 will be a technical exercise, while Phase 2 will be policy decisions and the legislative adoption process with the Planning Commission and City Council. To complete Phase 1, the City secured grant funding from the Department of Land Conservation and Development (DLCD) to contract with consultants to conduct the technical analysis that will lead to recommendations on actions the City will need to take in order to meet the requirements put in place by HB2001 and HB2003. The consultant teams have been working diligently and the Phase 1 grant funded projects will be complete by end of June 2021. The outcome will be a Housing Needs Analysis and recommended measures to accommodate needed housing for HB2003 and recommended comprehensive plan and code changes to comply with the rules of HB2001.

In Phase 2, the City will seek community feedback on policy choices and programs to promote the development of needed housing and housing choices. City staff is looking for feedback from the CCI on the development of a community engagement program to facilitate these community conversations, with the goal being to determine whether the City adopts the minimum to comply with HB2001 and HB2003 or takes another step and adopts additional measures to encourage the development of housing choices and affordable housing programs or promotes the development of needed housing.

In September 2020, the CCI discussed options the City should pursue for engaging the community in Phase 2, including:

1. Create Messaging First
 - a. Educational materials
 - b. Frequently Asked Questions brochure
 - c. Explanatory videos
 - d. Updated website

2. Utilize Various Outreach Options
 - a. Social Media (Twitter/Facebook)
 - b. Websites
 - c. Tidings Articles/Press Releases
 - d. Weekly City Newsletter
 - e. Next Door
3. Utilize Various Outreach Events
 - a. Open Houses (virtual or in-person)
 - b. Education Night
 - c. Neighborhood Association Meetings

Based on the CCI recommendations, staff has developed a preliminary draft of a public engagement scope and schedule. After review by the CCI, staff will develop a complete public engagement plan and bring back to the CCI for review/edits with the goal of the CCI eventually recommending a final plan for staff to implement.

June 2021

- Develop Educational Materials (Phase 1 consultant teams will create presentation materials as part of contracted scope of work)
- FAQ Brochures
- Website Updates

July-August 2021

- Refine Educational Materials (work with CCI)
- Produce Explanatory Videos
- Schedule Outreach Events
- Press Release (project kick-off)

September-December 2021

- Social Media Outreach (weekly)
- Website Updates (as needed)
- Press Releases (as needed)
- Tidings Article
- City Newsletter Outreach (bi-weekly)
- Visit 11 Neighborhood Associations
- Open Houses (September and November)
- Planning Commission Briefing (October and December)
- Economic Development Committee Briefing (October)
- Historic Review Board Briefing (November)
- City Council Briefings/Policy Discussions (October and December)
- Online Survey

January-March 2022 (Proposed Code Amendment Package)

- Neighborhood Association Presidents Meeting
- Final Open House
- Planning Commission Work Sessions
- City Council Work Sessions
- Press Release
- Social Media Outreach
- Website Updates
- City Newsletter Outreach
- FAQ Brochure

April-June 2022 (Adoption Process)

- Press Release
- Social Media Outreach
- Website Updates
- City Newsletter Outreach
- Planning Commission Public Hearings (April/May)
- City Council Public Hearings (May/June)

Staff looks forward to the discussion and if you have questions, want more information, or would like to discuss prior to the meetings, as always, please feel free to email or call me at dwys@westlinnoregon.gov or 503-742-6064.